MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK2824 – CONSUMER BEHAVIOUR
(Distance Education)

(All sections / Groups)

30 MAY 2017
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding the cover page) with **FIVE (5)** questions only.

2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Attempt all FIVE (5) questions.

Question 1

It is important for companies to understand the mechanics of how product placement and branded entertainment works as it is in line with converging with blended experience between watching web and TV shows.

Compare and contrast product placement and branded entertainment. Provide relevant examples of each.

(20 marks)

Question 2

Many companies made it compulsory for employees to wear a uniform when they are working. Discuss any **TWO (2)** advantages and **TWO (2)** disadvantages of employees wearing some kind of uniform when interacting with customers.

(20 marks)

Question 3

Word-of-Mouth (WOM) is a two-edged sword that cuts both ways for marketers. Informal discussions among consumers can make or break a product or a store. Consumers tend to weigh negative WOM more heavily than they do on positive comments.

Explain **THREE (3)** types of negative WOM and provide appropriate examples for each type.

(20 marks)

Continued...

Question 4

The rising availability of comparison shopping does threaten the existence of many retailers as consumers engage in 'showrooming'. This means the shopper visits a store to explore big-ticket items like TVs, appliances and then finds a cheaper price online. However there are shoppers who prefer to purchase everything offline.

Undoubtedly this poses both benefits and limitations for marketers. Distinguish any **THREE (3)** benefits and **THREE (3)** limitations of utilising e-commerce with a relevant examples for the products that a marketer has to consider when venturing to online business.

(20 marks)

Question 5

Many marketers try to target affluent, upscale markets. This generally makes sense because these consumers obviously have resources to spend on costly products that command higher profit margins. However there are studies that prove those who are rich does not necessarily indulge in luxury goods all of the time.

Discuss **THREE (3)** groups based on their attitudes toward luxury with relevant examples.

(20 marks)

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